

X COPY

fashion calendar 1974

MARCH 18

1974

34th year

a weekly publication

JANUARY

FEBRUARY

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(212) 289-0420

185 east 85th street

new york, n.y. 10028

ruth finley, publisher

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of every event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader . . . Ruth Finley, Publisher

WEEK BEGINNING MONDAY, MARCH 18, 1974

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday March 18	OPENING OF EARLY FALL COLLECTION Continuous by appointment.	FRANCINE BY JERRY FEDER Contact: Bill Friese, 594-5040.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Beginning Monday March 18	OPENING OF EARLY FALL COLLECTION Continuous showings. Contact: 244-3558.	NANTUCKET NATURALS	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Beginning Monday March 18	FALL & WINTER SUEDES & LEATHERS Coats, jackets, separates for women. By appointment.	JUAN SEBASTIAN, INC. TOBY TANNER; TANNERWAY	575 SEVENTH AVENUE SHOWROOM - ROOM 1468 Contact: 221-6480.
Beginning Monday March 18	OPENING OF EARLY FALL COLLECTION Continuous showings. Contact: 244-6350.	TANNER OF N.C.; TOBY TANNER; TANNERWAY	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Beginning Tuesday March 19	OPENING OF FALL COLLECTION Fall collection of sweater knits designed by Eleanor Brenner. By appointment. Contact: Larry Lefkowitz, 239-1150.	ELEANOR BRENNER FOR BRENNER BEES	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday March 19	OPENING: EARLY FALL COLLECTION Continuous by appointment. Contact: 221-0462.	MISS FOX BY SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Wednesday March 20 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Spring and warmer weather furs. Reservations (\$7.50): CI 6-9171. Barbettta Publicity: Ellen Perl, TE 2-8212.	BEN KAHN	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday March 20 5:30 P.M.	PRESS SHOWING SPRING '75 MENSWEAR COLLECTION By invitation. Publicity: Sandee Garihan, Calisch Assoc., 489-8420.	HARDY AMIES	58 WEST 58TH STREET
Thursday March 21 3:00 P.M.- 5:00 P.M. Cocktails	PREVIEW: PATTERNS BY STEPHEN BURROWS Introducing Stephen Burrows' "Carefree Patterns" for McCall's to the press and homesewing industry. Presentation at 4:00. By invitation. Contact: Betty Flannery, LE 2-2571 or 983-4344.	McCALL PATTERN CO.	MAXWELL'S PLUM FIRST AVE. & 64TH ST.
Saturday March 23 2:30 P.M.& 3:30 P.M.	CUSTOMER SHOWS: "GOIN' NATURAL" Saturday afternoon entertainment by the J.P. Stevens song and dance group, with Go Naturals, and Ken Albrecht, "the Utica Fine Arts man". Informal modeling. Contact: Annette Ohnikian, PL 2-1988.	BLOOMINGDALE'S	7TH FLOOR
March 24- March 26	1974 INTERNATIONAL BEAUTY TRADE SHOW AT N.Y. HILTON, 6TH AVE. & 53RD ST. Contact: Cliff Cothren, 532-5588.		

March 24-	SEMI-ANNUAL INTERNATIONAL FASHION FAIR IN MUNICH
March 28	Contact: Gerald Kallman (201) 653-3304.
Sunday	48TH READY-TO-WEAR SHOWINGS IN ITALY AT PITTI PALACE, FLORENCE, ITALY
March 24-	<u>Mon., March 25:</u> High fashion ready-to-wear, 10:00 A.M. buyers:12:30, press
March 28	Emilio Pucci, Antonelli, Baratta, Balestra, Gregoriana, Heinz Riva, Sanlorenzo, Andre Laug, Tita Rossi, Enzo, Barocco, Clara Centinaro, Ognibene Zendman, Titti Brugnoli, Sorelle Fontana, Fabiani
<u>Tues., March 26:</u>	Boutique and Furs, 9:00 A.M., buyers; 11:30 A.M. Press Pam Pam, Ferragamo, Livio de Simone, Viscardi, Montedoro, Litrico per Lei, Kinki Shop Diff, Charade, Zani Valentine, Melloni, Hermitt, Tendresse, Enzo Russo, Assunta, Pancaldi Boutique and Furs 5:00 P.M., press; 7:30 P.M., Buyers Avolio, Bin, Krizia, Domitilla, Soldano, Roberta da Camerino Garbell, Fendi, Guarnera, De Parisini, Franco Bertoli, Paola Signorini, Lux Sport, Gibo, Naldoni
<u>Wed., March 27:</u>	Knitwear and Leather Fashion 9:00 A.M., buyers; 11:30, press Noni Sport, Trico, Pasquali, Gherardini, Milena Mosele, Gi Bi, Lesy, Motta Knitwear, Maljana, Roberto Cavalli, Albertina, Sicons Italiana, Ilaria, Avagolf, Laura Aponte, Mirsa
	Additional showings at Strozzi Palace and Grand Hotel. Contact: Centro di Firenze per la Moda Italiana, 50121 Firenze, Viale Gramsci 9/a. 679183; 672404
March 25-	JUNIOR FASHION FAIR AT ROYAL HORTICULTURAL SOCIETY HALLS, LONDON
March 28	Contact: James Law, 40 Oxford St., London W1.
March 28 11:00 A.M.	SHOWING OF VALENTINO FALL-WINTER READY-TO-WEAR IN ROME at Via 24 Gregoriana For Buyers and Press. Contact: 67-85841(Rome); Hermine Mariaux, 737-5810 (NY)
Wednesday	FALL-WINTER PRET-A-PORTE SHOWINGS IN PARIS (For press and clients)
March 27-	(Showings at Porte de Versailles, March 30-April 5)
April 5	<u>Wed., Mar. 27</u> :... 10:30 A.M. George Edelman-Chez Boffinger, rue de la Bastille, 275-05-12 4:30 P.M. Plume 508-13-09
	<u>Thurs., Mar. 28</u> :... 10:00 A.M. Fouks xx 11:30 A.M. Esterel, 124 Fg. St. Honore, 359-25-30 1:00 P.M. Jaeger, 5, Fg. St. Honore, 727-15-42 xx 3:00 P.M. Guy Laroche, 29, ave. Montaigne, 608-42-06 3:30 P.M. Courreges 5:00 P.M. Suzuya, 073-14-92 7:00 P.M. Francis Laurent, 13, rue des Fontaines du Temple 278-35-67
	<u>Fri., Mar. 29</u> :... 10:00 A.M. Renata-3, rue Castiglione, 265-5050 xx 11:00 A.M. Carven 11:30 A.M. LeDoux Sports 224-76-35 1:30 P.M. Lison Bonfils-Jacques Gilles, 326-49-40 3:30 P.M. Bercher II, 887-91-24 3:00 P.M. Balmain 8:00 P.M. Charity Ball (\$100 per person), Baron et Baronne Edmond de Rothschild, 567-19-75
	<u>Sat., Mar. 30</u> :... 9:30 A.M. Agatha(Stylist, Anne Marie Beretta) 265 5050 Chez Angelina 226, rue de Rivoli xx 9:45 A.M. Michel Goma xx 2:30 P.M. Courreges 8:30 P.M. Groupement de Paris 532-51-69
	March 30 through April 4 (Creatures et Industrielles) By appointment (Except March 31) 236-58-51

(Continued on following page)

FALL AND WINTER PRET-A-PORTER SHOWINGS IN PARIS (Continued from page 2)

<u>Sun., March 31</u>	xx11:00 A.M.	Lanvin, Salon d'Orsay Hilton 265-27-22
	xx12:00 Noon	Jean Muir (C & I) Fernando Sanchez (C & I)
	2:30 P.M.	(C & I - Christiane Bailly, Michele Bruyere, Roland Chakkal, Jean Jacques Martelli, Issey Miyake)
	7:00 P.M.	Emba, 2, ave. Gabriel 256-25-16
	8:30 P.M.	Epingle d'Or, Regineskaya, by invitation only 568-42-06
<u>Mon., April 1..</u>	xx 9:45 A.M.	Chloe, 359-15-63
	xx11:30 A.M.	Patou, 7, rue St. Florentin 073-08-74
	1:00 P.M.	Mic Mac, 273-39-26; 566-56-19
	3:00 P.M.	Christian Dior, 30, av. Montaigne 259-93-64
	xx 3:30 P.M.	Givenchy (buyers)
	4:30 P.M.	Emmanuelle Khanh, 236-56-33; 231-84-53
	6:00 P.M.	Charles de Castelbajac presents "Mandragore", Ko and Ko, Erys, Empire Fourrure 255-62-90
	xx 7:00 P.M.	Jap
	8:00 P.M.	Gala de la Fourrure Francaise 256-25-16
<u>Tues., April 2...</u>	9:30 A.M.	Tiktiner, Chateau Frontenac, 273-39-26; 566-56-19
	10:00 A.M.	Dior Boutique
	11:30 A.M.	Daniel Hechter, 770-76-35
	1:00 P.M.	Ted Lapidus, 727-15-42
	3:00 P.M.	Cacharel, 805-54-74
	4:30 P.M.	Timwear, 770-97-19
	5:30 P.M.	Saint Clair, 357-54-85
	7:00 P.M.	Ter & Bantine, Grand Hotel 486-13-78
<u>Wed., April 3...</u>	xx 9:00 A.M.	Ungaro 256-27-70
	xx11:00 A.M.	St. Laurent, 42 Fg. St. Honore
	12:30 P.M.	Nilly Bonny 548-27-87
	xx 2:00 P.M.	Dorothee Bis, 222-33-63
	3:30 P.M.	Lingerie Helios by Karl Lagerfield Pret a Porter, Helios Marie France Acquiviva, Hotel Prince de Galles, 33, George V, 256-37-18
	4:00 P.M.	St. Laurent
	5:00 P.M.	Georges Rech, George V, 31, ave. George V, 236-46-40
	6:00 P.M.	Synonyme-George V, 31 ave. George V, 231-51-79
	7:30 P.M.	Gerard Penneroux, 567-19-75
<u>Thurs., April 4...</u>	xx9:00 A.M.	Jean-Louis Scherrer, 51, ave. Montaigne 359-55-39
	10:30 A.M.	Hermes, 24, Fg. St. Honore, 265-21-60
	11:00 A.M.	St. Laurent
	11:30 A.M.	Venet
	12:45 P.M.	Franck Olivier, 782-43-57
	xx 2:00 P.M.	Dorothee Bis
	2:00 P.M.	Philippe Venet, 62 rue Francois Ier, 227-52-45
	xx 2:30 P.M.	Givenchy (Press)
	xx 3:30 P.M.	Guy Laroche
	xx 5:00 P.M.	Nina Ricci, 20 rue des Capucines, 073-67-31 Le Verre de l'Adieu Salon du Pret-a-Porter
<u>Fri., April 5...</u>	xx 9:30 A.M.	Sonia Rykiel 6, rue de Grenelle, 222-43-22
	xx11:30 A.M.	Sonia Rykiel
	11:30 A.M.	Christian Aujard 8, citie Paradis, 824-61-54
	xx 2:30 P.M.	Sonia Rykiel, Louis Feraud
	5:30 P.M.	Real, 508-88-60

xxMembers of Chambre Syndicale de la Couture Parisienne (Contact: Denise DuBois, 100 Fg. St. Honore, 75008 Paris: Tel: 266-64-44) Contact: French Trade Shows, 1350 Sixth Ave., 582-4960. Press: French Apparel Center, 354-8620

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 25 9:00 A.M. Breakfast	PRESS PREVIEW OF INTERNATIONAL FASHIONS Spring 1974 International Fashion preview. Show at 9:45. By invitation. Contact: Walter Hauser, 838-3341. Publicity: Alexander Tarsaidze at Serge Obolensky Associates, 421-8267.	ALEXANDER'S (LEXINGTON AT 58TH ST.)	3RD FLOOR
Monday March 25 1:00 P.M. & 6:00 P.M.	PARIS AND ROME COUTURE FASHIONS Paris and Rome couture originals and Ohrbach's line-for-line copies. Press and customer showings by invitation only. Commentator: Irene Satz, Vice president and fashion director. Public Relations Director: Mark Klauser. Contact: Miss West, 564-3100, ext. 285.	OHRBACH'S (5 WEST 34TH STREET)	5TH FLOOR
Tuesday March 26 12:00 Noon Luncheon	"LOVE IS IN THE AIR"-- TENNIS FASHIONS Multi-media presentation celebrating 100 years of tennis, Eastman's involvement in tennis and latest Spring-Summer fashions. By ticket only. Contact: Suzy Kalter, The Rowland Company, Inc., MU 8-1200.	EASTMAN CHEMICAL PRODUCTS, INC. (415 MADISON)	"21" CLUB 21 WEST 52ND ST.
Tuesday March 26 6:00 P.M.- 8:00 P.M.	FUR FASHIONS AT CHAMPAGNE RECEPTION Knits and new Italian shirtdresses designed by Eleanor Brenner. By appointment. Contact: Peggy Shiller, 239-1150.	ELEANOR BRENNER COUTURE; 498 SEVENTH AVENUE LA CHEMISERIE	SHOWROOM - 5TH FLOOR
Beginning Tuesday March 26	OPENING OF FALL '74 COLLECTION Continuous showings by appointment. Contact: Harriet Rosso, 221-7030.	DAMON SPORT	1410 BROADWAY SHOWROOM - 12TH FLOOR
Wednesday March 27 12:30 P.M. Luncheon	FASHION SHOW AT LUNCHEON Showing of Spring fashions. Reservations (\$7.50): CI 6-9171. Barbetta Publicity: Ellen Perl, TE 2-8212.	BIELLA	BARBETTA RESTAURANT 321 WEST 46TH STREET
Saturday March 30 6:00 P.M.	ANNUAL CONVENTION AND PRESENTATION Fashion show and modeling awards. By invitation. Convention, March 28-31. Contact: Morton Male, (914) 737-8512.	WORLD MODELING ASSN.	FASHION INSTITUTE OF TECHNOLOGY-THEATRE
Saturday March 30- April 4	DALLAS EARLY FALL MARKET WEEK Women's and children's wear Early Fall market. Contact: (214) 637-1970; or Jack Goldstein, 527 Madison Ave., 752-2422.	AMERICAN FASHION ASSOCIATION	DALLAS APPAREL MART 2300 STEMMONS FREEWAY
March 30	CHICAGO EARLY FALL READY-TO-WEAR MARKET WEEK (March 30-April 2)		
March 30- April 2	SKI SHOWS IN BOSTON -- Ski Industries America (Ralph des Roches), 689-1266; Ski Council America (Doris Taplinger), TR 4-3030.		
Sunday March 31- April 2	FALL-WINTER NATIONAL HOME SEWING SHOW Profitability Seminar, Sat., March 30. Fashion show in Grand Ballroom, Mon. April 1, 8:00 A.M. by Butterick, McCall, Simplicity, Vogue Patterns. Publicity: Carol Stone at Christopher Cross Associates, 40 East 38th St., 689-1300.	AMERICAN HOME SEWING COUNCIL, INC.	WALDORF-ASTORIA 8TH & 9TH FLOORS
March 31- April 3	NAMS -- National Association of Men's Sportswear Buyers at N. Y. Statler Hilton. Contact: 689-7420.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday March 31-	FRENCH MENSWEAR: FALL-WINTER '74	N.A.M.S.B.	STATLER-HILTON ROTUNDA-MEZZANINE
April 3	Featuring 15 French menswear manufacturers: Barney Simpson Co. Ltd. for Michel Faret, Helfer, Lancat, Moreau, and Utexco; Cyclone; Franck Olivier; Lucchini, New Man-Jacques Jaunet; Ralph Harman Corp. for Gia-Sport, La Lionne, Manupro and Valisere; Ted Lapidus Diffusion; Weil-Besancon. Contact: French Apparel Center, 11 West 42nd St., 354-8620.		
Beginning Monday April 1	PROJECTIONS FALL/WINTER '74	SEVENTEEN MAGAZINE	320 PARK AVENUE 8TH FLOOR
	Audio/Visual multiple-screen presentation of Fall trends -- ready-to-wear. accessories and beauty. Showings at 8:30, 10:00, 4:00. By appointment. Contact: Barbara Doljack, 759-8100.		
Monday April 1 6:00 P.M.	TRAVELOG FASHIONS FOR 1974	FRANKLIN SIMON & MADEMOISELLE MAGAZINE	4TH FLOOR 33 WEST 34TH STREET
	"Fashions on the Go" from the April issue of Mademoiselle. Open to public. Contact: 675-1000, ext. 163.		
Tuesday April 2 12:30 P.M. Luncheon	GEOFFREY BEENE FASHIONS AT BENEFIT SHOW	ASPCA	HOTEL PLAZA TERRACE ROOM
	Annual fashion show by American Society for Prevention of Cruelty to Animals, presenting Geoffrey Beene's summer fashions, available at Lord & Taylor. Luncheon: \$11.25. Contact: PL 9-7010; or PL 5-1650.		
Beginning Tuesday April 2	FALL '74 SPORTSWEAR COLLECTIONS	PHILIPPE VENET FOR LADY PARKLEY, INC.	1411 BROADWAY SHOWROOM - SUITE 1785
	Contact: Sara Wish Rubin, 354-8636.		
April 3- April 6	FIRST INTERNATIONAL LONDON FASHION FAIR, EARLS COURT, LONDON. Contact: Clothing Export Council (Meriel Lampert), 26-28 Sackville St., London W1X DA		
April 3	FUR FAIR IN FRANKFURT (April 3-7) Contact: 582-7788		
Friday April 5 12:00 Noon Luncheon	"NEW PATTERNS IN LIVING '74" "The Energy Crisis and Shortages" - "How Will They Affect your Business?" An audio-visual presentation, produced by The New Patterns in Living Committee. Chairman and commentator: Regina Ovesey, advertising consultant. Co-chmn: Barbara Brown of Brown & Morrow Ltd. Price: \$15.00, members; \$25.00, guests. Contact: CI 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON HOTEL BALLROOM
April 7	PASSOVER - First Day (Sunday)		
April 12	GOOD FRIDAY		
April 14	EASTER SUNDAY		
Beginning Monday April 15	SHOWINGS BY PARIS CREATEURS & INDUSTRIELLES	PARIS COLLECTIONS	543 MADISON AVENUE SHOWROOM - 5TH FLOOR
	Fall ready-to-wear by Christianne Bailly, Michele Bruyere, Roland Chakkal, Jean Jacques Martelli, Issey Miyake. Contact: Philip Farran, 832-7100.		
Tuesday April 16 11:30 A.M.	SPRING/SUMMER FASHIONS AT BENEFIT SHOW	SAKS FIFTH AVENUE	5TH FLOOR
	Showing of fashions at benefit for New York Hospital Auxiliary. Tickets: \$10.00. By invitation. Publicity: Helen O'Hagan, PL 3-4000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 16 4:00 P.M. Cocktails	OPENING: COMPLETE FALL COLLECTION By invitation. Thereafter by appointment in showroom, 7th floor. Contact: Carole Nussenbaum, 354-0026.	D D DOMINICK SPORTSWEAR COMPONENTS	RAINBOW ROOM-65TH FLOOR 30 ROCKEFELLER PLAZA 525 Seventh Ave.,
Tuesday April 16 6:30 P.M. Cocktails	BENEFIT SHOWING: MISSONI FREESTYLE To meet Ottavio and Rosita Missoni and to view their new collection for bed and bath, as executed by Fieldcrest. For benefit of the Reece School. Tickets: \$15.00 each; \$25.00 per couple. Contact: Benefit--Mrs. Bernard Phillips, 737-2855; or Mrs. Thomas E. Murray II, 289-6668; Bloomingdale's -- Peggy Healy, PL 2-1988.	BLOOMINGDALE'S	7TH FLOOR
Wednesday April 17 4:00 P.M.	SHOWING OF FALL COLLECTION By invitation. Contact: 279-8120.	GAYLE KIRKPATRICK FOR TUDOR SQUARE SPORTSWEAR	PLACE TO BE ANNOUNCED
Thursday April 18 4:00 P.M.	PRESS PREVIEW: EAST AFRICAN PROMOTION By invitation. Publicity: Suzanne Butterfield, PL 3-7300, ext. 397.	BERGDORF GOODMAN	4TH FLOOR
Thursday April 18 7:00 P.M. Show 8:15 P.M. Cocktails 9:00 P.M. Dinner	ANNUAL CRITICS' AWARDS SHOW AND DANCE Awards will be presented to students by designer-critics: Donald Brooks, Joseph, Eleanor Fishman; Meredith Gladstone; Stan Herman, Chuck Howard; Kasper; Shannon Rodgers; Dominic Rompollo; Chester Weinberg. Also a retrospective look at Donald Brooks' costumes for theatre. Parsons Award to Randolph U. Stambaugh, Pres., B. Altman & Co. Fashion show--7:00 P.M. Dinner-Dance--9:00. (Black Tie) Reservations: \$150.00. Contact: Edwin Cohen, 675-2700.	PARSONS SCHOOL OF DESIGN (66 FIFTH AVE)	HOTEL PLAZA GRAND BALLROOM
Friday April 19 9:30 A.M. Breakfast	PRESS SHOW: ITALIAN KNITWEAR & READY-TO-WEAR Fall-Winter collections by 25 Italian high fashion designers in cooperation with Italian Ministry for Foreign Trade. By invitation. Buyers show, Mon., April 22 at 12:00 Noon, by invitation. Thereafter, April 22-26, Hotel Plaza, 11th floor. Publ: Hamra Assoc., 753-9833. Trade Contact: 432-9188.	ITALIAN TRADE COMMISSIONER	HOTEL PLAZA GRAND BALLROOM
April 22	CALIFORNIA FASHION GUILD OPENINGS IN LOS ANGELES		
Monday April 22 9:30 A.M.	FALL SHOWINGS IN CALIFORNIA By reservation. Contact: (213) 627-0806 (L.A.)	HELGA	722 SO. LOS ANGELES
Monday April 22 8:00 P.M.	FASHIONS FROM LONDON AT BENEFIT SHOW IN N.Y. Complete collection by Zandra Rhodes, for benefit of Circle in the Square Production Fund. By invitation. Tickets: \$35.00 each. Contact: E.J.Oschins, 581-3270. Publicity: Joanne Creveling, 586-2377.	ZANDRA RHODES (64 PORCHESTER, LONDON)	CIRCLE IN THE SQUARE 50TH ST. & BROADWAY
Beginning Monday April 22	OPENING OF FALL COLLECTION Continuous by appointment.	ABE SCHRADER BY BELLE SAUNDERS Contact: LO 4-9194.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday April 23 10:00 A.M.	OPENING OF FALL COLLECTION Also April 30 and May 2 at 10:00 A.M. By reservation.	ADELE SIMPSON Contact: LA 4-7626.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 23 3:30 P.M.	OPENING: FALL RAINWEAR COLLECTION By reservation. Thereafter by appointment. Contact: 239-7080.	JOHN ANTHONY	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday April 23 5:00 P.M.	PREMIERE SHOWING OF NEW KNIT COLLECTION Hanae Mori's first showing in New York of her knit sportswear for Fall. By invitation. Contact: 472-2352.	HANAE MORI	27 EAST 79TH STREET NEW SHOWROOM
Wednesday April 24 11:00 A.M.	OPENING OF FALL COLLECTION By invitation. Contact: 354-1855.	GENRE BY GIL AIMBEZ (DIV. PETER CLEMENTS)	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday April 24 3:30 P.M. Champagne	LOUNGEWEAR BY STAN HERMAN Fall and Winter sleepwear collection by Stan Herman; also loungewear and bodyshirts. By invitation. Contact: Roy Kleeger, 768-0125.	YOUTHCRAFT	90 PARK AVENUE LOBBY-MAIN FLOOR
Wednesday April 24 6:30 P.M.	"ARTSCOPE" - BENEFIT: SPRING DESIGNER ROOMS Vernissage of Spring designer rooms, created by Richard Knapple, including a celebrity fashion presentation and a drawing of Artscope prizes. Chairman: Polly Bergen. Tickets: \$25.00 each, for benefit of UNICEF. Contact: Peggy Healy or Arlene Friedlander, PL 2-1988.	BLOOMINGDALE'S	5TH FLOOR
Beginning Wednesday April 24	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: Ellen Klein, 758-2341.	SIBLEY-COFFEE LTD.	37 WEST 57TH STREET SHOWROOM - ROOM 910
Thursday April 25 11:00 A.M.	OPENING OF FALL RAINWEAR COLLECTION By invitation. Contact: Nancy Dautner, 354-6340.	HALSTON III	550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Thursday April 25 12:00 Noon	OPENING OF FALL COLLECTION By reservation. Contact: WI 7-5324.	THE ARKINS	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Thursday April 25 12:00 Noon Luncheon	BENEFIT FASHION SHOW BY ISRAELI DESIGNERS All-Israeli fashion show for benefit of Bonds for Israel -- modeled by celebrities. Fashion show producer and director: Vera Bacal. Admission: \$10.50 plus minimum purchase of \$1000.00 Israel Bond. Contact: 677-2775.	STATE OF ISRAEL BONDS (215 PARK AVE. SOUTH)	NEW YORK HILTON HOTEL BALLROOM
Thursday April 25 12:30 P.M. Luncheon	KNITWEAR FASHIONS AT LUNCHEON SHOW Celebrating 56th anniversary of the National Knitted Outerwear Association, featuring American original design knitted apparel for men, women and children. Produced by Mia Grau. Tickets: \$15.00 each. Contact: MU 3-7520.	NATIONAL KNITTED OUTERWEAR ASSOCIATION	HOTEL AMERICANA BALLROOM
Thursday April 25 2:00 P.M.	OPENING OF FALL COLLECTION By reservation. Thereafter by appointment. Contact: 947-3850.	TOWNCLIFFE, INC.	512 SEVENTH AVENUE SHOWROOM - 31ST FLOOR
Thursday April 25 4:00 P.M. Cocktails	FALL FASHIONS FOR WOMEN AND MEN By invitation. Thereafter women's fashions at showroom, 530 Seventh Ave., 14th floor, 354-8336. (Egon von Furstenberg, 350 Fifth Ave., 279-4025).	DIANE VON FURSTENBERG; EGON VON FURSTENBERG	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 29 10:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: LA 4-3520.	SHERENA FOR TEAL TRAINA	550 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Monday April 29 1:00 P.M.	OPENING OF FALL COLLECTION Also Monday, May 6 at 1:00. By reservation. Contact: LA 4-3520.	TEAL TRAINA	550 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Monday April 29 2:30 P.M.	OPENING OF FALL COLLECTION Also, Monday May 6 at 2:30. By reservation. Contact: CH 4-1872.	LEW PRINCE OF ALDRICH, INC.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Monday April 29 5:30 P.M.	OPENING OF FALL COLLECTION Also May 6 at 5:30. By invitation. Contact: 213-627-0806 (L.A.); 335-6033 (NY)	HELGA (722 SO, LOS ANGELES ST.)	HOTEL GOTHAM PRIVATE SUITE
Monday April 29- May 8	FALL-WINTER COLLECTION 1974 By appointment. Contact: Mr. Julie Pollack, 244-3847.	PRISCILLA OF BOSTON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
April 30	10:00 A.M., ADELE SIMPSON (2nd show) 530 7th Ave., 23rd floor, LA 4-7626.		
Tuesday April 30 11:00 A.M.	SHOWING OF FALL COLLECTION By reservation. Contact: 279-5012.	MOLLIE PARNIS BOUTIQUE	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday April 30 2:00 P.M.	PRESS SHOWING OF FALL COLLECTION By invitation. For buyers, Wed., May 1 at 10:00 A.M. Contact: 594-5424.	OSCAR II	550 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday April 30 3:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: Mary Kloss, 868-2880. Publicity: Eleanor Lambert, MU 8-2130.	PAPILLON	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday April 30 4:30 P.M.	OPENING OF FALL COLLECTION By invitation. Contact: Rene Tixier, 354-1500.	BLASSPORT (550 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Beginning Tuesday April 30	EARLY FALL EVENING AND AT-HOME FASHIONS By appointment. Contact: WI 7-0511.	DAVID MORRIS CO. BY HARRY STRIEBEL	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
May 1	10:00 A.M., OSCAR II (2nd show), 550 Seventh Ave., 3rd floor, 594-5424.		
Wednesday May 1 11:00 A.M.	PREVIEW OF FALL COLLECTION By invitation. Contact: Andrea Basile, PE 6-8867.	FRIEDRICKS SPORT BY BILL AND HAZEL HAIRE	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Wednesday May 1 1:00 P.M.	OPENING OF FALL COLLECTION Also Tues., May 7 at 1:00 P.M. By reservation. Contact: LA 4-0237.	HAROLD LEVINE BY DON BREITINGER	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday May 1 2:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: LO 3-0988.	RODRIGUES (DIV. PETER CLEMENTS)	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 2 10:00 A.M.	PRESS PREVIEW: FALL COLLECTION Preview of Bonnie Cashin's collection for Philip Sills. By invitation. Beginning Monday May 6, by appointment. Contact: Arthur Sheer, LO 5-0274. Publicity: Ruth Hammer Associates, 685-8290.	PHILIP SILLS BY BONNIE CASHIN	48 WEST 37TH STREET SHOWROOM - 5TH FLOOR
May 2	10:00 A.M., ADELE SIMPSON (3rd show), 530 7th, 23rd fl, LA 4-7626		
Thursday May 2 11:00 A.M.	PRESS SHOWING OF FALL COLLECTION By invitation. Buyers show at 3:30. Contact: 221-6252.	STEPHEN BURROWS	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
May 2	3:30 P.M., STEPHEN BURROWS (2nd show), 550 7th, 22nd floor, 221-6252		
May 6	1:00 P.M., TEAL TRAINA (2nd show), 550 Seventh, 15th floor, LA 4-3520		
May 6	2:30 P.M., LEW PRINCE OF ALDRICH, INC. (2nd show), 530 7th, 12th fl, CH 4-1872		
Tuesday May 7 12:00 Noon	SHOWING OF FALL COLLECTION By invitation. Contact: 279-5012.	MOLLIE PARNIS COUTURE	.530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
May 7	1:00 P.M., HAROLD LEVINE (2nd show), 530 Seventh Ave., 21st fl, LA 4-0237		
Tuesday May 7 2:30 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: David Schneider, 279-9223.	VICTOR JORIS	500 SEVENTH AVE-5TH FL CUDDLECOAT SHOWROOM
Tuesday May 7 3:30 P.M.	OPENING OF FALL COLLECTION Also May 14 at 3:30. By reservation. Contact: 239-7080.	JOHN ANTHONY	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Wednesday May 8 12:30 P.M. Luncheon	PRESS PREVIEW: FALL MENSWEAR FASHIONS Showing for press and buyers. By invitation. Publicity: Myrna Post at Solters, Sabinson, Roskin, 867-8500.	JACQUES BELLINI (241 EAST 60TH ST.)	ST. REGIS HOTEL ROOF
Wednesday May 8 2:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: 354-7830.	SCOTT BARRIE; BARRIE SPORT LTD.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday May 8 3:00 P.M.	SHOWING OF FALL COLLECTION By reservation. Contact: Marie Bottone, LO 4-9220.	CHRISTIAN DIOR-N.Y.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Thursday May 9 11:30 A.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. Buyers at 3:00 P.M. Contact: 354-6340.	HALSTON	550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday May 14 11:00 A.M.	PRESS PREVIEW FALL '74 By invitation. Contact: Barbara Morsch, 594-8400.	LIZ CLAIBORNE FOR YOUTHGUILD	PLACE TO BE ANNOUNCED
Thursday May 16 2:30 P.M.	OPENING OF FALL COLLECTION Also, May 21 and 23 at 2:30. By reservation. (Press show, Mon., May 20 at 12:00 Noon at Hotel Pierre, by invitation). Contact: 524-6968.	BILL BLASS	550 SEVENTH AVENUE SHOWROOM - 17TH FLOOR

1975

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